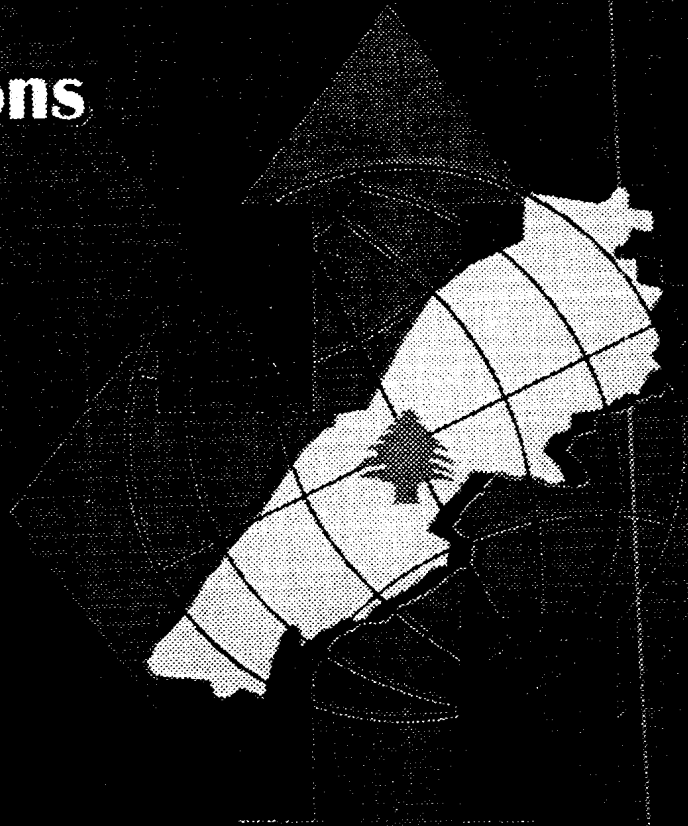


PN-ADC-744

# **Inventory and Database of Lebanon's Tourism Attractions**



**Tourism  
Industry  
Cluster**



**INFORMATION**  
*International*



**June  
2000**

**USAID**



# **Inventory and Database of Lebanon's Tourism Attractions**

**Prepared By:  
LEBANESE AMERICAN UNIVERSITY  
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Research & Development**

**In Association With:  
SRI INTERNATIONAL**

**Project Funded By:  
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## **Purpose and Objectives of the Inventory**

The purpose of this project is to develop a comprehensive inventory of Lebanon's tourism assets. The compiled data will be used to develop Lebanon's first tourism guide and an Internet-based database of tourism sites throughout the country. The objectives of this project are as follows:

### ***1. Create good will***

Tourists react favorably to travel research – they feel that a host country that is actively involved in research really cares about its guests and is trying to create a product or service that will meet their needs.

### ***2. Aid in the selling and promotion of Lebanon***

Often the results of research are interesting not only to the investigating body, but also to the public. Research results can be used in advertising and promotion. This is particularly true in consumer attitude research and in research where consumers are asked to rank a destination's services.

### ***3. Develop new sources of economic revenues***

Tourism inventory research can lead to the discovery of new markets, new products, and new uses of existing products.

### ***4. Keep Lebanese hospitality and tourism professionals in touch with the market.***

Travel research identifies trends, interprets markets, and tracks changes in markets so that policies can be developed on scientific grounds rather than being based on hunches or opinions. Research helps to prevent a tourism destination from sticking with a product until it becomes obsolete.

## **Procedures of this Study**

To accomplish our objectives, the following tasks were undertaken:

### **Task 1: Literature search and review**

Obtain related published information. Use information from various U.S. tourism guides as a model for this project. The literature search yielded three different categories of information.

a) **Adequately covered sites**

Information about popular attractions that are adequately covered in the literature will be reported as is with appropriate reference.

b) **Inadequately covered sites**

Additional research will be conducted to adequately report information about such sites. Fieldwork is required.

c) **Sites not covered at all**

Intensive research and fieldwork is needed to develop information about such attractions.

### **Task 2: Site visits and collection of primary data**

Site visits and the collection of primary data involves sites that are not adequately covered in the current literature, or sites that have not been covered at all. Field workers will have a standardized form to assess and report the attributes of the site.

### **Task 3: Harmonization of information**

The merit of collected information will be assessed. Information that is not of significant value to the positioning of the overall guide will be set aside. Further, information will be harmonized to ensure proper flow and format.

### **Task 4: Data entry**

Data will be input into a computer database and broken into several elements (province, district, town, type of attraction, etc).

### **Task 5: Produce First Draft**

### **Task 6: Review and Incorporate feedback into document**

### **Task 7: Produce Final Draft**

## **Outline for the Lebanon Tourism Guide**

### **Organization:**

Lebanon's tourism guide will be organized according to the geographical distribution of the provinces of the country.

- Beirut
- Mount Lebanon
- Northern Lebanon
- Southern Lebanon, and
- Bekaa Valley

A brief historical overview of each province will serve as an introduction to the products and services that the province may offer. Furthermore, since each province contains several districts, an overview for each district will identify major pull factors that draw people to the following provinces and districts.

#### **Beirut**

Beirut is recognized as one district.

#### **Mount Lebanon**

Mount Lebanon contains six districts:

Ba'abdat, Jbeil, Keserwan, Matn, Alieh, and Shouf.

#### **North Lebanon**

North Lebanon contains six districts:

Tripoli, Akkar, Zgharta, Bsherri, Koura, and Batroun.

#### **South Lebanon**

South Lebanon contains seven districts:

Saida, Sour, Gezzine, Nabatieh, Margayoun, Hasbaya, and Bint Jbeil

#### **Bekaa**

Bekaa contains five districts:

Zahle, Ba'albek, Hermel, Rashaya, and West Bekaa.

A description of each districts pull factors will be listed according to towns' alphabetical order.

### **What are the Pull Factors?**

Pull factors consist of one or more of the following items:

- Historical attractions
- Cultural attractions
- Natural resources
- Recreational/sports and athletic centers
- Religious attractions
- Sightseeing activities
- Festivals
- Education
- Arts & crafts
- Indigenous markets
- Specialty shops
- Agricultural attractions
- Scenic or manmade attractions

### **Description of Pull Factors**

A brief description of each site will be provided. This description will also include other information such as:

- Name
- Address
- Phone Number
- Hours of Operation
- Seasonality
- Admission fees
- Photo
- Private or Public

### **Other Information to be Included in the Tourism Guide:**

- Support services for tourist activities in local communities (e.g., gift shops, restaurants, boat rides, camel rides, restrooms, entertainment, horse-drawn carriages, scenic train rides, lodging, etc)

## **Study Results**

A total of 1,600 tourism sites were identified in all of the five provinces throughout the country. The identification of such a large number of sites compelled the researcher to go over the material and verify the fit of gathered data with the project objectives. The first round of elimination reduced the number of collected sites from 1,600 to 900 sites. The second round of elimination took out of the listing any sites which are remote and inaccessible, have little tourism significance, unreliable information and reporting, and inferior site photos. This second phase of elimination reduced the number of listed sites to a total of 600 tourism sites.

For all of the five provinces, Tasks 1 – 4 (as described above) have been completed – that is, the literature search and site identification, site visits and collection of primary data, harmonization of information, and data entry. For all of the five provinces, information that was entered into the database was edited and checked. Most of the sites have pictures that will enable the tourists to get a general view of the site.

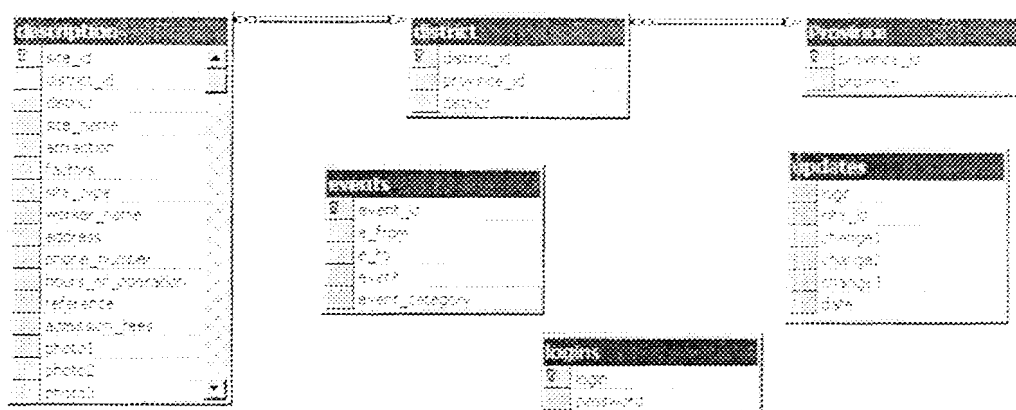
## Database Implementation:

### *Tourism guide database description:*

The tourism guide database is arranged into 5 main entities:

1. Province
2. District
3. Description
4. Events
5. General

*The following is the entity relationship diagram of our database:*



### *Translation of the database into relations:*

Declare schema tourism\_guide

Declare relation province

For schema tourism\_guide

Attributes province\_id type varchar(20)

Attributes province type varchar(50)

Constraints primary\_key (province\_id)

Declare relation district

For schema tourism\_guide

Attributes province\_id type varchar(20)

District\_id type varchar(20)

district type varchar(30)

Constraints primary\_key (district\_id)

Foreign\_key (province\_id)



**Declare relation description**

**For schema tourism\_guide**

**Attributes** Site\_id type varchar(20)  
district\_id type varchar(20)  
district type varchar(30)  
Site\_name type varchar(50)  
Attraction type varchar(30)  
Factors type varchar(8000)  
Site\_type type varchar(30)  
Worker\_name type varchar(40)  
address type varchar(50)  
phone\_number type numeric(15)  
hours\_of\_opr type varchar(65)  
reference type varchar(80)  
admission\_fee type varchar(150)  
photo1 type varchar(50)  
photo2 type varchar(50)  
photo3 type varchar(50)

**Constraints** primary\_key (site\_id)  
Foreign\_key (district\_id)

**Declare relation event**

**For schema tourism\_guide**

**Attributes** event\_id type varchar(50)  
event\_from type Datetime(8)  
event\_to type Datetime(8)  
event type varchar(3000)  
event\_category type varchar(50)

**Constraints** primary\_key (event\_id)

**Declare relation logins**

**For schema tourism\_guide**

**Attributes** login type varchar(20)  
Password type varchar(20)

**Constraints** primary\_key (login)

**Declare relation updates**

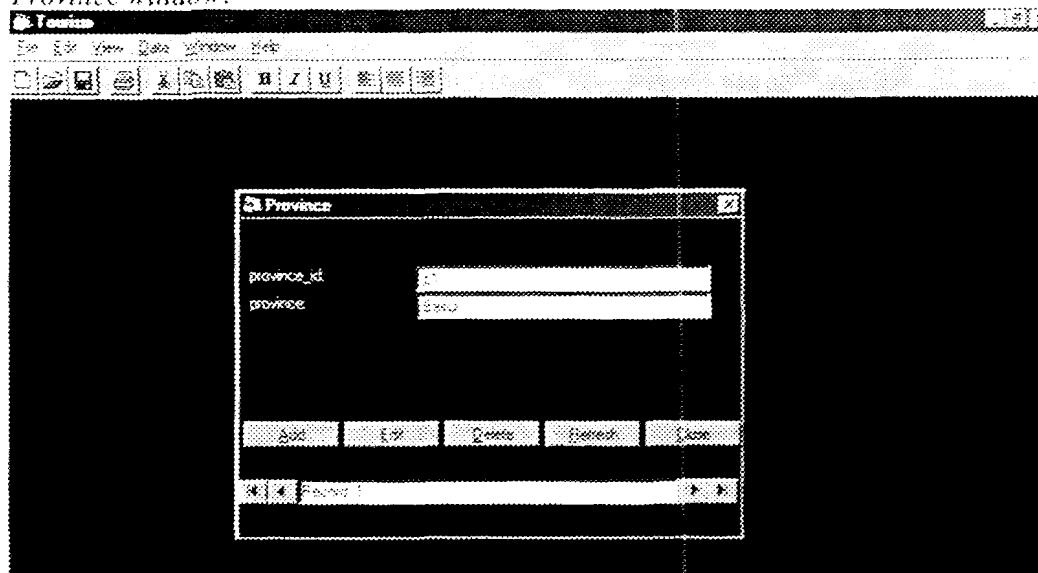
**For schema tourism\_guide**

**Attributes** login type varchar(20)  
site\_id type varchar(20)  
change1 type varchar(3000)  
change2 type varchar(3000)  
change3 type varchar(3000)  
date type Datetime(8)

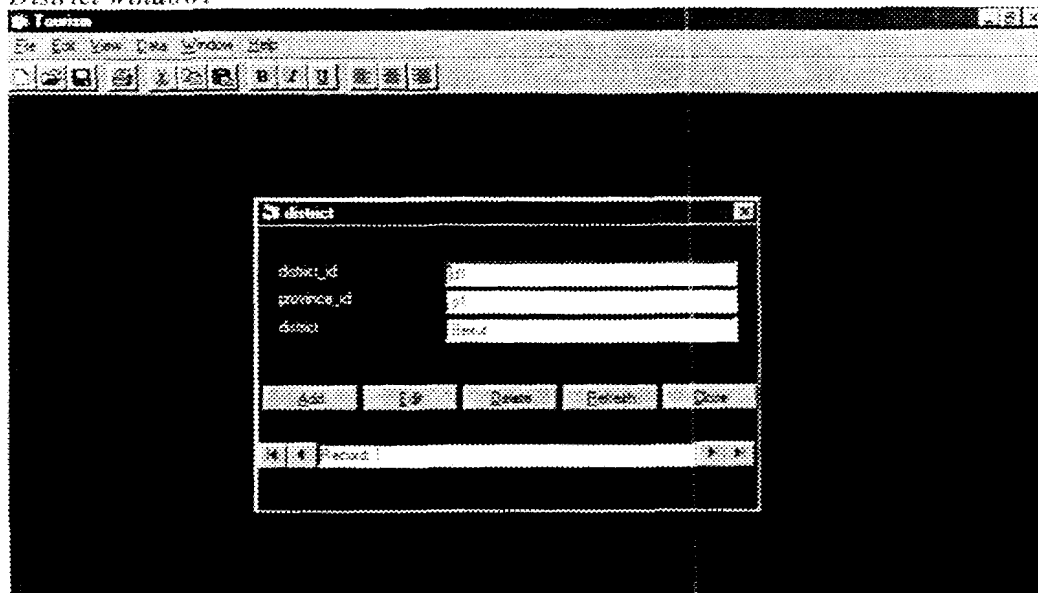
## Database Interface Implementation:

The database administrator tool was implemented using Visual Basic 6.

### *Province window:*



### *District window:*



### Description window:

**Tourism - [district]**

File Edit View Data Window Help

district\_id:   
 province\_id:   
 district:

id	name	description	category	status
1	Barut	Barut is a small town in the north of Lebanon.	City	Active
2	Barut	Barut is a small town in the north of Lebanon.	City	Active
3	Barut	Barut is a small town in the north of Lebanon.	City	Active
4	Barut	Barut is a small town in the north of Lebanon.	City	Active
5	Barut	Barut is a small town in the north of Lebanon.	City	Active
6	Barut	Barut is a small town in the north of Lebanon.	City	Active
7	Barut	Barut is a small town in the north of Lebanon.	City	Active
8	Barut	Barut is a small town in the north of Lebanon.	City	Active
9	Barut	Barut is a small town in the north of Lebanon.	City	Active
10	Barut	Barut is a small town in the north of Lebanon.	City	Active
11	Barut	Barut is a small town in the north of Lebanon.	City	Active
12	Barut	Barut is a small town in the north of Lebanon.	City	Active
13	Barut	Barut is a small town in the north of Lebanon.	City	Active
14	Barut	Barut is a small town in the north of Lebanon.	City	Active
15	Barut	Barut is a small town in the north of Lebanon.	City	Active
16	Barut	Barut is a small town in the north of Lebanon.	City	Active
17	Barut	Barut is a small town in the north of Lebanon.	City	Active
18	Barut	Barut is a small town in the north of Lebanon.	City	Active
19	Barut	Barut is a small town in the north of Lebanon.	City	Active
20	Barut	Barut is a small town in the north of Lebanon.	City	Active

Buttons: Add, Edit, Delete, Refresh, Close

Status: Record 1

### Logins window:

**Tourism**

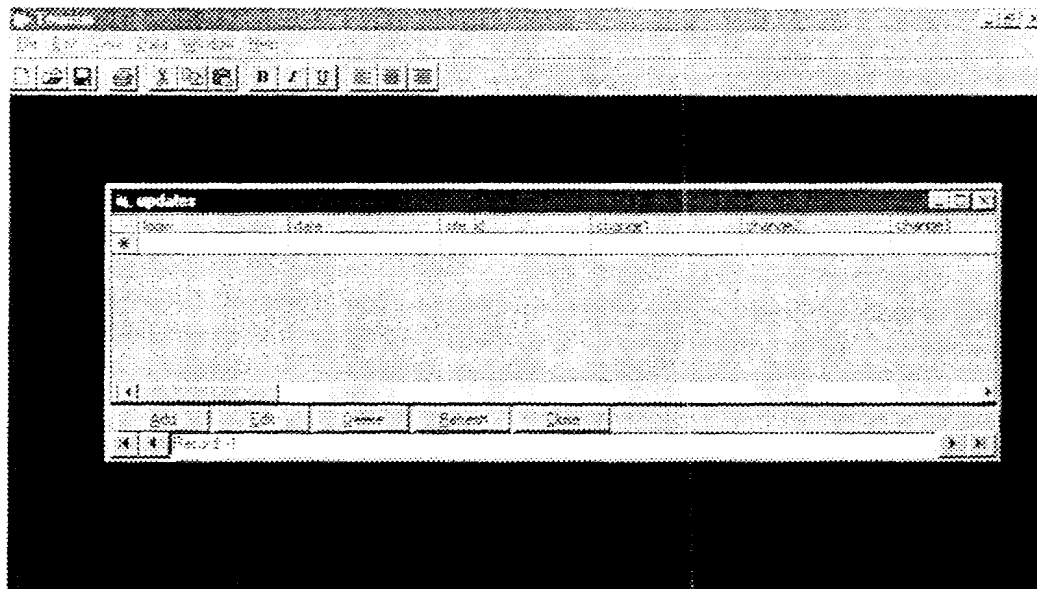
File Edit View Data Window Help

login:   
 password:

Buttons: Add, Edit, Delete, Refresh, Close

Status: Record 1

*Update window:*



*The database and the interface are subject to changes to suit the website expectations.*

## Web Design:

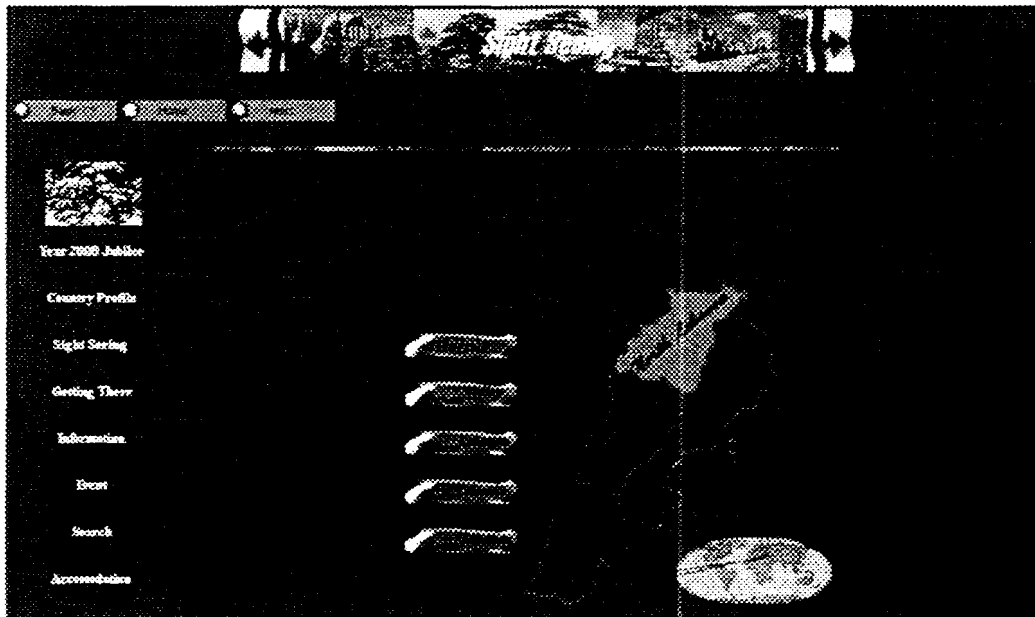
In our web site design we attempted to have a simple layout providing pictures, text, graphics, forms, and animation.

The special feature of the website is the database. We set up a searchable database of tourism sites and performed the right implementation to insure easy access to structured information.

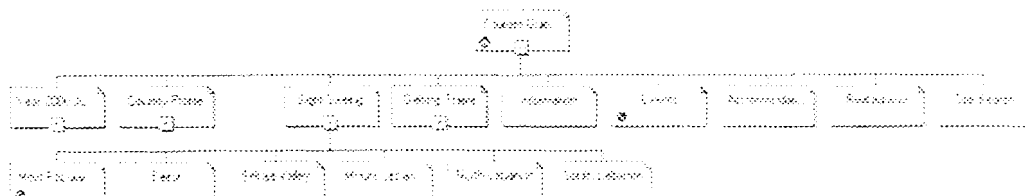
The layout of the website is as follows:

- The main page contains an introduction to the website, one picture, and navigation buttons for the whole web site.
- The other pages have a top border with the page title, a bottom border with the copyright and contact information for the web site, website navigation buttons on the left-hand side, and the main text in the center of the page.

*Sample page:*



*The hierarchy of the web site:*



## **Web Programming:**

Web programming was done using Microsoft Visual InterDev, including the interface and communication between the database and the website. Database programming also used ASP (active server pages, or the server side scripting language that is used to build database-driven websites), VBscript (or client based scripting language), and the ASP host language. These made programming high concurrency database reads and updates possible.

## **Deliverables**

A website has been developed to host Lebanon's tourism resource inventory. The new website was commissioned by the Lebanese Ministry of Tourism as its official website.

The new website can be accessed at the following address:

<http://www.Lebanon-Tourism.Gov.lb>